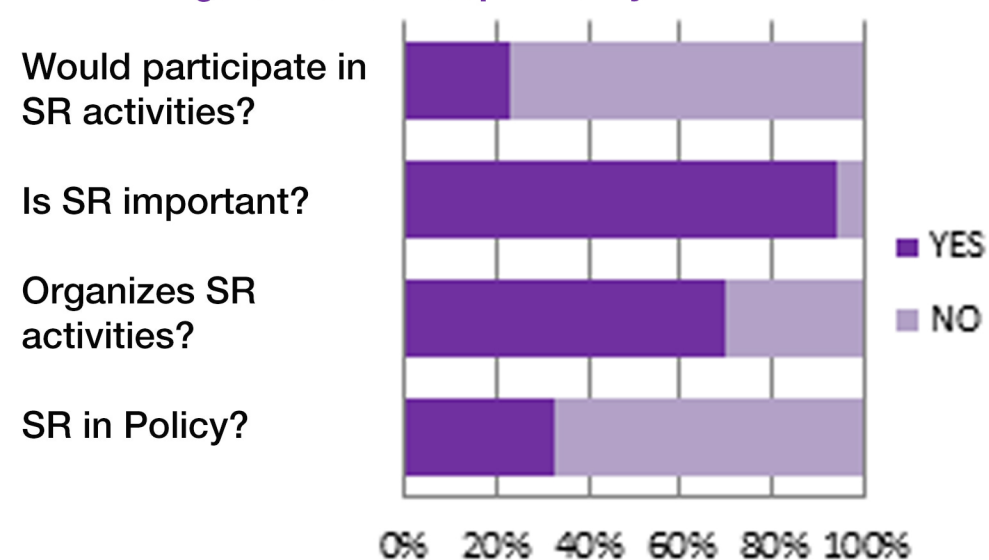


Vitality of voluntary sport clubs in the Netherlands

Figure 2: Social responsibility



The environment of the Dutch sport clubs is changing. A recent development is that local governments pressure clubs into taking more social responsibility and getting more involved in social projects and activities. But what kind of help do they need? How vital are the voluntary sport clubs in the northern region of the Netherlands? The aim of this research is to gain more insight in the vitality of voluntary sport clubs in the northern part of the Netherlands. Information was gathered from the board members of 236 randomly selected sport clubs and the members of this clubs were surveyed through an online questionnaire (n=11.668). Based on the right to exist (satisfaction of the members, financial situation, number of volunteers and the development of the number of memberships), orientation on the future and social responsibility, the clubs were categorized in 4 types of sport clubs (figure 3).

“Vitality is the ability to offer (potential) members their sport in a sustainable and socially responsible way, today and in the future.”

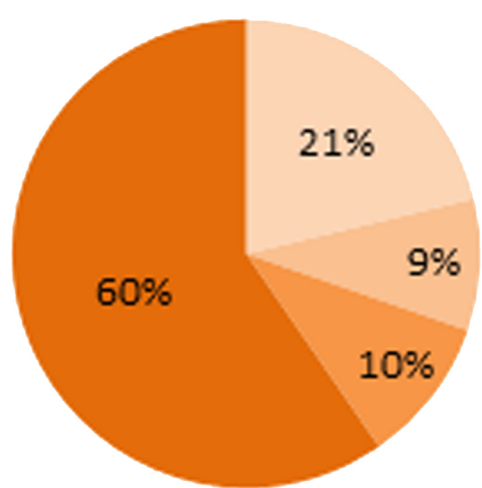


Figure 1: Categorization clubs

Results

Cross-sectional research of the data shows that almost all clubs score high on member satisfaction. Members are critical about the board, especially about their communication skills (21%). 70% of the clubs organizes social activities, but only 31% of them included an ambition about social responsibility in their policy.

91% of the members are confident about the future of their sport clubs. Despite the fact that one in five clubs have difficulties maintaining their right to exist.

Conclusion

The results of this study show that 21% of the voluntary sport clubs in the northern region of the Netherlands are classified as 'vulnerable'. They are generally clubs with less than 250 members and they have problems with the number of memberships and finances. 60% of the sport clubs are classified as 'vital'. They are not necessary big sport clubs (>500 members), but almost all of the clubs have a growing number of memberships (85%). Sustainable and future-orientated clubs, respectively 9% and 10%, are falling behind of vital clubs because of their policy choices and skills of the board members.

- Vulnerable Clubs
- Sustainable Clubs
- Future-oriented Clubs
- Vital Sportclubs

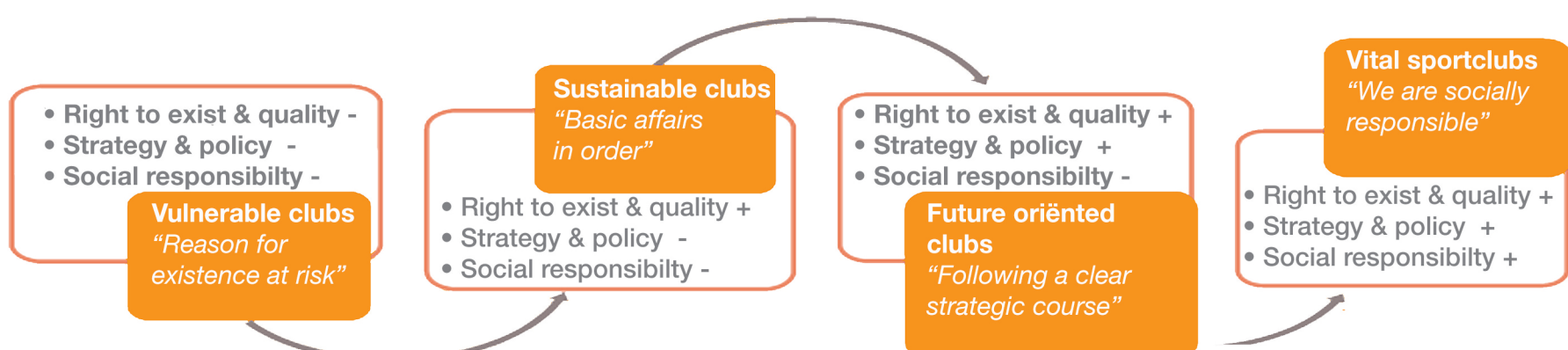


Figure 3: Four types of sports clubs